

OmniMax Improved Sales Activity, Boosted Customer Satisfaction, and Increased Office Efficiencies

**OmniMax**
International, Inc.

“It feels like rSTAR is an extension of my IT department. They own the success of our projects as much as I do.”

— Elizabeth Rich
IT Director, OmniMax International

Technologies

- ✓ Oracle EBS
- ✓ Salesforce

Results

- ✓ Boosted customer satisfaction
- ✓ Improved sales productivity
- ✓ Increased office efficiency
- ✓ Modernized the customer experience
- ✓ Created a comprehensive platform which allowed customers to find everything in one secure place

About the Client

OmniMax International is a leading North American building products manufacturer with 26 facilities across the United States and Canada. All their customer data was being stored in OmniMax's on-premises ERP, which created significant accessibility issues, both for account managers working in Salesforce and customers themselves. Seeking a new customer ordering and engagement system, they contacted rSTAR.

Goals

- ✓ Foster closer relationships with customers
- ✓ Gather more data about customer needs and behavior
- ✓ Provide better service to increase retention and account values

Business Challenges

- ✓ Maintaining customer satisfaction while requesting more of their data
- ✓ Transitioning customers to a new system
- ✓ Improving employee efficiency without raising costs



rSTAR's Solution

STEP ①

- Integrated OmniMax's ERP (Oracle EBS) and Salesforce environments
- Created a single source of truth for customer data and relationship management

STEP ②

- Extended the Oracle integration
- Built a Salesforce Community portal
- Created a comprehensive, highly visual engagement platform

STEP ③

- Allowed customers to manage their entire relationship, from ordering to reconciliation, in one secure place

Outcomes



Modernized customer
experience



Boosted customer
satisfaction



Improved sales
productivity



Increased daily
office efficiency

Maximize your ROI with rSTAR

Schedule a complimentary consultation today.

Contact Us